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ABSTRACT OF THE DISCLOSURE**METHOD AND SYSTEM FOR HTTP TIME-ON-PAGE MONITORING
WITHOUT CLIENT-SIDE INSTALLATION**

10 A method, system, apparatus, and computer program product are presented for collecting time-on-page statistics. When a server receives a request for a Web page, the server generates or retrieves the Web page and then instruments the Web page to collect time-on-page metrics by inserting a script into the Web page, after which the Web page is returned to the requesting client. The browser processes the Web page and interprets the embedded script; the script defines a function that is evaluated when the browser determines to load a different
15 Web page. The browser then presents the Web page, but when the Web page is unloaded, the function is invoked; the function computes a time value that represents the amount of time that the browser has presented the Web page. The function then returns to the server the
20 computed time value as a time-on-page metric value.
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